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Salem Cigar Info from Jobbers

① 1 FREE with 10 to Direct Account

IE: List of $50/Box

-10 Boxes @ $50 = $500 - (1 Box) $50 = $450 (10%)

- Equals $5 per Box

$1.50 - Display Allowance/Retail

$1.50 - To Job. Salesman

$2.00 - To Direct Account

$5.00

② 15% off Allocated Quantity

IE: List of $50/Box

- 15% off $50 = $7.50/Box

$3.50 - Display Incentive to Retail

$2.00 - To Jobber Salesman

$2.00 - To Direct Account

7.50

③ 2 free with 10 / or 1 free with 5 (20% off)

(2) $100 - $15 = $85 - Retail offer with Display (2 Box w/display)

$2.50 - To Jobber Salesman

$2.50 - To Direct Account

$20.00 Deal

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Source: https://www.industrydocuments.ucsf.edu/docs/pldp0000

(4) 20% Rebate / Count-Recount

$50 List per Box

$10 REBATE per Box

$ 600 ~~[illegible]~~	Display allowance to Retail per Box
$2.00	to Jobber Salesman to Sell
$2.00	incentive to Direct Account
$10.00	

RTR/SR to Follow-up with on-going $10 display payment for month #2 — ongoing

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Source: https://www.industrydocuments.ucsf.edu/docs/pldp0000